

जम्मू केंद्रीय विश्वविद्यालय

Central University of Jammu

राया - सूचानी (बागला), जिला सांबा - 181143, जम्मू (जम्मू एवं कश्मीर)

Rahya - Suchani (Bagla), District: Samba - 181143, Jammu (J&K)

CUJ/Acad/04-XX/2025/ 673

विकसित भारत
अभियान

22 August, 2025

अधिसूचना संख्या ४५ / 2025

विषय : Course Scheme Notification as per NEP-2020 of 3rd and 4th Semesters of Master of Business Administration-Marketing Management (MBA-MM) admitted in the Department of Marketing and Supply Chain Management for batch 2024-26 – Reg.

Ref: Notification No. 62/2025 dated 11.08.2025

In supersession to the notification under reference, it is hereby notified for the information of all concerned that on the recommendation of the **Board of Studies** in its **14th Meeting** held on **07.07.2025** and in anticipation of approval of next Academic Council, the Competent Authority has approved the Course Scheme and Syllabus of **3rd and 4th Semesters of Master of Business Administration-Marketing Management (MBA-MM)** for **batch 2024-26** admitted in the **Department of Marketing and Supply Chain Management**, as detailed below:

Semester- III

Course Code	Course Title	L	T	P	C
Core Courses					
MGBA2C001T	Strategic Management –	4	0	0	4
MGBA2C001I	Dissertation/Field Visit (Summer Internship)	0	0	8	4
Audit Course					
UGBA00051T	Written Analysis of Cases*	-	-	-	-
Open Elective Courses (SEC/VAC/OEC/AEC) or on SWAYAM Platform-MOOC Courses					
#	Open Elective Courses	-	-	-	16
Total		-	-	-	24

The student has to earn maximum **24 credits** during the Semester-III. Apart from two core courses of 04 credits each (**including 04 credit from Dissertation/Field Visit (Summer Internship)**), the candidate has to earn 16 more credits among the Open Elective Basket offered by the Department or other Departments or on SWAYAM platform-MOOC courses etc.

Course Code	Course Title	Nature of the Course	L	T	P	C
Open Electives Courses						
UGBA00024T	Consumer Behaviour	OEC	4	0	0	4
UGBA00026T	Retail Management	OEC	4	0	0	4
UGBA00033T	Digital Marketing -	OEC	4	0	0	4
UGBA00034T	Integrated Marketing Communication	OEC	4	0	0	4
UGBA00042T	Advertising and Sales Promotion -	OEC	4	0	0	4
UGBA00043T	Logistics and Distribution Management -	OEC	4	0	0	4
UGBA00001P	Project on Consumer Behaviour	OEC	0	0	3	4

Semester- IV (OPTION-I)

Semester- IV (OPTION-I)		L	T	P	C
Course Code	Course Title				
Core Courses					
MGBA2C002T	Entrepreneurship and Innovation Management	4	0	0	4
MGBA2C003T	Global Marketing	4	0	0	4

**Syllabus of Master of Business Administration-Marketing Management (MBA-MM)
for the academic year 2025-26**

Course No: MGBA2C004T
Course Title: Strategic Management
Duration of Exam: 3hrs

Contact Hrs/week: 4hrs
Credits: 4
Maximum Marks: 100

Course Objective:

To explore the major strategic interventions by organizations' top management involving resources and performance measures at corporate, business and tactical levels via application of business models/ frameworks /analysis charts /caselets etc.

Course Learning Outcomes: After completion of the course, learners will be able to:

- ❖ Analyze business environments to rationalize the application of long-term and short-term strategies.
- ❖ Apply corporate-level models and frameworks to formulate strategies that impart a sustainable competitive advantage.
- ❖ Evaluate strategic options through analytical techniques and design plans for their effective implementation.
- ❖ Conceptualize systems for strategic control and evaluation and appraise emerging trends in strategic management.

Unit-I: Foundations of Strategic Management

Introduction to Strategy: Scope and Importance, **Strategic Intent:** Vision, Mission, Business Definition, Goals & Objectives, Core Competencies, Competitive Advantage and Sustainable Competitive Advantage.

Unit-II: Strategy Formulation

Strategy Formulation: Process of Strategy Formulation; **Types of Competitive Strategies:** Offensive and Defensive; Crisis Management and Strategy Formulation, **Corporate-Level Strategies:** Stability, Expansion, Retrenchment, Combination, **Growth Strategies:** Horizontal and Vertical Integration, Diversification, **Business-Level Strategy:** Porter's Generic Strategies: Cost Leadership, Differentiation, Focus. **Analytical Frameworks:** Ansoff's Matrix, McKinsey's 7S Framework

Unit-III : Strategy Analysis and Implementation

External and Internal Analysis: Industry Analysis: Porter's Five Forces Model, Competitor Analysis. Life Cycle Analysis, SWOC Analysis, **Portfolio Analysis:** BCG Growth-Share Matrix, GE McKinsey 9-Cell Model, **Strategy Implementation:** Structural, Behavioural, Functional, and Operational Implementation

Unit-IV: Strategic Control, Evaluation, and Performance

Strategic Control and Evaluation: Introduction to Strategic Evaluation and Strategic Control; Strategic Control Process; Techniques of Strategic Evaluation and Control; Barriers to Strategy Evaluation.

Unit -V: Contemporary Trends in Strategy

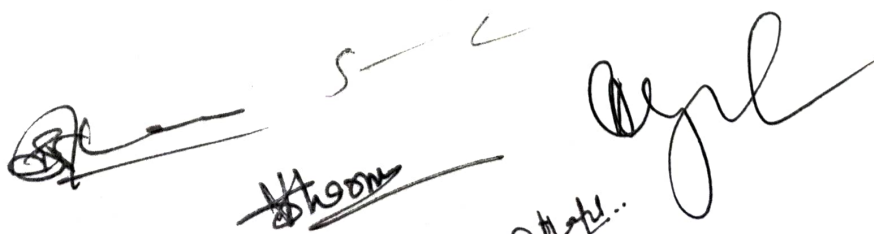
Innovative Strategic Thinking: Blue Ocean vs. Red Ocean Strategy, The Role of Digital Transformation and Contemporary Information Systems in Strategy, Internet Strategies for Traditional Business, Strategic Success Factors in E-commerce, Reflective and Adaptive Strategic Management

Note:

- ❖ Teaching Pedagogy besides classroom teaching will essentially include practical exercise, simulation, case studies, role plays and games.
- ❖ Teaching-learning Process will involve input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

Reference Books and Suggested Readings

- ❖ A Nag, Strategic Management: Analysis, Implementation, Control, Vikas Publication (2013).
- ❖ Azhar Kazmi, Strategic Management and Business Policy, 3rd Edition, Tata Mcgraw Hill (2008).
- ❖ Nitish Sengupta and J.S Chauhan, Strategic Management, Vikas Publication (2013).
- ❖ Hill, Strategic Management: An Integrated Approach, 2009 Edition Wiley (2012).
- ❖ John A. Parnell, Strategic Management, Theory and Practice Biztantra (2012).
- ❖ Gupta, Gollakota and Shrinivasan, Business Policy and Strategic Management- Concepts and Application, Prentice Hall of India (2005).



Course Code: UGBA00024T

Course Title: Consumer Behaviour

Maximum Marks: 100

Contact Hrs/ Week: 4 hrs

Credit: 04

Duration of Exam: 3 hrs

Course Objective

Understand the fundamentals of consumer behaviour and its relationship with behavioural sciences, including major consumer behaviour models and influencing factors.

- Analyze the consumer decision-making process, diffusion of innovations, opinion leadership, and evaluate consumer choices before and after purchase.
- Examine intrinsic psychological influences such as motivation, personality, perception, learning, attitudes, and lifestyle on consumer behaviour.
- Evaluate extrinsic social and cultural influences including environment, family, groups, social class, and culture on consumer decision-making.
- Apply consumer behaviour insights strategically to segmentation, targeting, satisfaction, loyalty, and retention strategies in marketing.

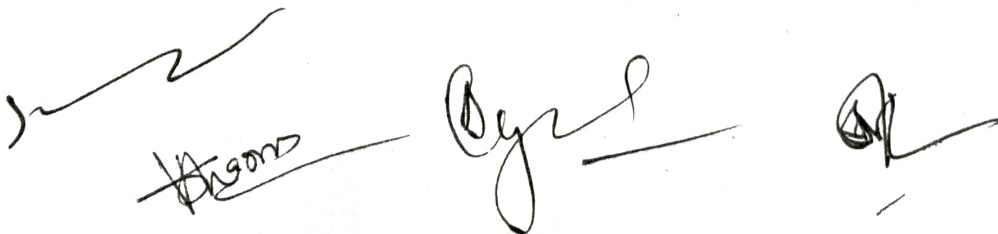
Course Learning Outcomes

Upon successful completion of the course, students will be able to:

- Explain the scope, models, and research processes of consumer behaviour.
- Analyze consumer decision-making stages and evaluation patterns.
- Evaluate intrinsic psychological factors such as motivation, perception, learning, and attitudes.
- Assess extrinsic influences including family, groups, social class, and culture on consumer behaviour.
- Apply consumer insights to segmentation, targeting, satisfaction, loyalty, and strategic marketing decisions.

Unit I

Introduction to Consumer Behaviour: Meaning and scope of consumer behaviour; relationship between consumer behaviour and behavioural sciences; applications of consumer behaviour in different areas of marketing: Consumer behaviour models: Howard and Sheth,



Nicosia and Engle and Blackwell model, Cultural, Social and Economic factors affecting consumer behaviour, Consumer Research Process, emerging trends in consumer behaviour.

Unit II

Consumer Decision making: Consumer influence and diffusion of innovations, Opinion Leadership, Consumer Decision Process, Brand Evaluation, Pre-purchase and Post-purchase evaluation.

Unit III

Intrinsic influences and their applications on Consumer behaviour: Consumer motivation, Personality and consumer behaviour, Consumer perception, consumer learning, Consumer Attitude formation and Change, Communication and Consumer behaviour, Lifestyle marketing.

Unit IV

Extrinsic influences and their applications on Consumer behaviour: Environment and Situational influences, Societal influences on consumer behaviour, Group influences, Households and families, Social class, Reference Groups, Influence of culture on consumer behaviour.

Unit-V

Consumer behaviour and Strategic applications: Consumers segmentation and Targeting strategies, Consumer satisfaction product and service quality, evaluation of consumer loyalty, Purchase intentions and switching behaviour.

Note: Teaching Pedagogy

- ❖ Case studies: Use case studies to help students apply operations and materials management concepts to real-world situations. Case studies can be used to stimulate discussion and critical thinking, and can help students understand how operations and materials management are applied in practice.
- ❖ Simulation: Use production simulation to enable students to understand the process of manufacturing product and product designs.



- ❖ Group work: Group work can help students develop teamwork and communication skills, and can also facilitate the exchange of ideas and perspectives.
- ❖ Interactive lectures: Interactive lectures can help students develop critical thinking and problem-solving skills, and can also make the material more relevant and meaningful for students.
- ❖ Online resources: Use online resources, such as videos, podcasts, and articles, to supplement traditional lectures and provide students with additional learning resources.

Reference Books and Suggested Readings

- Leon G Schiffman and Keslie, L. Kam K.: Consumer Behaviour, PHI, New Delhi.
- Batra & Kazmi: Consumer Behaviour, Excel Books, New Delhi.
- Kotler, Keller, Koshy and Jha: Marketing Management, Pearson Education
- Lindquist, J. D., & Sirgy, 1. M. Consumer behaviour. New Delhi: Cengage Learning.

Course Code: UGBA00026T	Contact hours/week: 04
Course Title: Retail Management	Credit:04
Exam Duration: 03 hours	Maximum Marks: 100

Course Objective:

The course is aimed at providing students with a comprehensive understanding of theoretical and applied aspects of retail management.

Learning Outcomes:

- Understanding of Core theoretical concepts and their application in retailing
- To develop retail management strategies by understanding customers' preferences for the long-term sustainability of the business
- To demonstrate a global outlook about functioning of local and global business environment and engaging customers.
- Developing responsiveness towards social /ethical issues in retailing and sensitivity in managing customers.
- Understanding and managing of Customer relationship management during retailing

Unit-I

Retailing: Characteristics of retailing, Retailer's Role in Supply Chain, Evolution of Retailing, Social and Economic Significance of Retailing, Emerging trends in retail industry, Retail formats, Services Retailing.

Unit-II

Retail Locations: Importance of Location decisions, Types of retail locations, Site Evaluation, Store Design and Layout, Trade Area Characteristics, Factors affecting trade area size, measuring the trade area for a retail site, Competition in the trade area.

Unit-III

Merchandise Management: Buying Organization, Merchandising Category, Managing Inventory Turnover, Merchandising Management Process, Developing an Assorting Plan Control System for Managing Inventory.

Unit-IV

Pricing: Introduction, Factors influencing pricing decisions, Pricing Strategies, Considerations on setting retail prices, Setting Pricing- Cost Base Pricing, Markdowns, Pricing techniques for increasing sales and profits, Variable Pricing and Price Discrimination, Legal and Ethical Issues in Pricing.

Unit-V

Customer Relationship Management: Customer Loyalty, Customer Relationship Management Process, Collecting Customer Data, Customer data analysis and identifying target customers, Developing and implementing of CRM programmes. Ethical Issues in Retailing.

Note:

- Teaching Pedagogy besides classroom teaching will essentially include practical exercise, simulation, case studies, role plays and games.
- Teaching-learning Process will involve input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

Reference Books and Suggested Readings

- Levy M. Weitz B. Pandit A.(8E)- Retailing Management. Mc Graw Hill Education
- Berman B., Evans J.R. Retail Management- A Strategic Approach. Pearson Education
- Pradhan Swapna (4th Edition). Retailing Management- Text and Cases. Mc Graw Hill Education
- Bajaj C, Tuli R, Srivastava N.V. (2nd Edition), Retail Management, Oxford University Press, Delhi
- Dion James and Topping T. (3 Edition), Retail Business, Self-Counsel Press

Course Title:	Digital Marketing	Contact Hrs/ Week:	4
Course Code:	UGBA0003BT	Credit:	4
Duration of Exam:	03 Hrs	Maximum Marks:	100

Course Objective

The course aims to provide knowledge about the concepts, strategies, tools and emerging trends in Digital Marketing. The course seeks to:

1. Provide an overview of the evolution, scope and importance of digital marketing in the modern business environment.
2. Equip students with the skills to design, implement and evaluate digital marketing strategies aligned with business objectives.
3. Foster the ability to leverage digital communication channels, web development and analytics for effective customer engagement and revenue generation.
4. Develop managerial competence to integrate digital marketing with emerging technologies such as AI, Blockchain and IoT to address future marketing challenges.
5. Enable students to critically analyze and apply digital marketing practices for sustainable competitive advantage.

Learning Outcomes:

Upon successful completion of the course, students will be able to:

1. Explain the evolution, scope and applications of digital marketing in comparison to traditional marketing.
2. Formulate digital marketing objectives and strategies using the digital marketing mix and strategic frameworks.
3. Design effective digital communication plans across various digital marketing channels to maximize ROI.
4. Develop and evaluate basic web structures, user experience and digital revenue models for business growth.
5. Analyze emerging trends and technologies such as AI, IoT, Blockchain and Metaverse to identify future digital marketing opportunities.

Unit I Introduction to Digital Marketing:

Evolution of digital marketing: Traditional marketing, Factors impacting the shift from traditional to modern, Definition of digital marketing and its means for business; Digital marketing: Types and business models; Traditional marketing versus digital marketing; Scope of digital marketing; Importance of digital marketing; Digital marketing: Applications and benefits; Integrated marketing communications.

Unit II Digital Marketing Strategy:

Factors impacting digital marketplace; Digital marketing objectives planning; Customer development strategy; Digital marketing mix; Digital marketing strategy roadmap: 6s digital marketing implementation strategy, PLC concept.

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Unit III Digital Marketing Communications:

Digital marketing planning development: Understanding digital media planning terminology, Key digital planning concepts, Digital media planning, Design communications program; Investment analysis and planning for marketing ROI; Introduction to digital marketing channels: Intent-based marketing (search marketing), Brand-based display marketing, Community-based marketing (social media marketing); Partner, direct, content and platform-based marketing channels.

Unit IV Web Development and Revenue Management:

Basics of web development and management: Pre-planning for web development, Web development cycle, Developing site diagrams and wireframes, Website content development and management; User experience: Understanding elements of user experience, Implementation of interaction design, Understanding web usability and evaluation, Measuring service quality elements; Managing digital marketing revenue: Digital revenue generation models, Understanding electronic payment systems, Emerging digital payments solutions; Managing digital implementation and challenges: Understanding e-commerce implementation challenges.

Unit V Digital Marketing Landscape & Emerging Areas:

Digital marketing: Emerging trends and concepts; Big data and IOT: Data technologies impacting marketing; Emerging web 3.0 trends: Blockchain technology, Metaverse, Artificial intelligence & machine learning (AIML), Digital payments, Audio-social marketing.

Note: Teaching Pedagogy

- ❖ Teaching Pedagogy besides classroom teaching will essentially include hands on projects, simulation, case studies, role plays and games.
- ❖ Teaching-Learning Process will involve input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

Reference Books and Suggested Readings

- ❖ Ryan, D., & Calvin, J. (2016), Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation, London: Kogan page.
- ❖ Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. New Jersey: John Wiley & Sons.
- ❖ Charlesworth, A. (2018). Digital Marketing: A Practical Approach. Abingdon: Routledge.
- ❖ Gupta, S. (2018). Digital Marketing. Delhi: Tata McGraw Hill Education.
- ❖ Kapoor, N. (2018). Fundamentals of E-Marketing. Delhi: Pinnacle India.
- ❖ Puneet Singh Bhatia (2023). Fundamentals of Digital Marketing. Pearson.

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**Syllabus of Master of Business Administration-Marketing Management (MBA-MM)
for the academic year 2025-26**

Course Code: UGBA00034T

Contact Hrs/week: 4hrs

Course Title: Integrated Marketing Communication

Credits: 4

Duration of Exam: 3hrs

Maximum Marks: 100

Course Objective:

This course introduces students to the basic concepts of advertising, public relations, publicity, direct marketing, online marketing, personal selling & sales promotion and the way the business organizations carry out such marketing communication interventions.

Course Learning Outcomes:

- To emphasize on marketing communication in a way that finds appropriate industry application.
- Decode various elements of Integrated Marketing Communication mix and the conditions that signify the applicability of a particular IMC promotion mix.
- Conceptualizing the various media tools & techniques to glorify the brand image of business organizations.
- Develop a marketing communication based acumen for comprehending the emerging forms of communication that are both effective and efficient.

Unit I

Marketing Communication: Definition, Objectives of Marketing Communication; Factors contributing to IMC; Participants in IMC; IMC Promotion Mix, IMC Management & Planning Model, Challenges in IMC, Changing Trends of Marketing Communication during Crisis.

Unit II

Message Design: Message Creation; Message strategy design considerations; Source of the message, Message integration, The Creative Concept Development, Creative planning, Communications appeals and execution.

Unit III

Media Management: Media Types and their characteristics; Setting Media objectives; Considering key media concepts; Media planning; Media Strategy; Media buying; Media research.

Unit IV

Advertising Management: Meaning, Nature and Scope of Advertising, Types of advertising, Process of Advertising, Testing of Advertising Effectiveness; Preparation and Choice of Methods of Advertising Budget; Ethical and Social Issues in Advertising

Unit V

Emerging Concepts and Issues in Marketing Communications: Sponsorship; Role of E-Commerce in Marketing Communication, Corporate Communication; Public Relations-Types of PR; Sales Promotion-Different types of Sales Promotion; Publicity-Types of Publicity; Personal Selling: Direct marketing, Event Management, Challenges and Opportunities in IMC during crises.

Note:

- Teaching Pedagogy besides classroom teaching will essentially include practical exercise, simulation, case studies, role plays and games.
- Teaching-learning Process will involve input from those who have demonstrated excellence in the area ie, Practitioner's view will be incorporated.

Reference Books and Suggested Readings

- Siraj M Joseph & Rahtz Don R: Integrated Marketing Communication A Strategic Approach, Cengage Learning 2. Kenneth Clow & Donald Baack: Integrated Advertising, Promotion, and Marketing Communications, Pearson Education, Limited
- Copley Paul: Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth-Heinemann Publication
- Duncon: Integrated Marketing Communications, Tata McGraw Hills

Syllabus

Master's Degree Programme in MBA (Marketing Management) Semester-III

Course Title:	Advertising & Sales Promotion	Contact Hrs./Week	
Maximum Marks	100	Course Code:	UGBA00042T
Duration of Exam.		Credits:	04

Course Objective:

This course aims to equip students with comprehensive knowledge and practical understanding of advertising and sales promotion as integral components of the marketing communication mix. Students will learn to design, plan, execute, and evaluate advertising and promotional strategies in both domestic and international markets.

Learning Outcomes:

- Understanding of core theoretical concepts and their application in Advertisement & Promotion
- Develop comprehensive advertising and promotional strategies for diverse markets.
- Integrate ethical, cultural, and economic perspectives in advertising decisions.
- Apply analytical and creative skills to design impactful communication campaigns and adapt to emerging trends in digital and global advertising environments.
- Development of responsiveness towards social and ethical issues while developing advertisement campaign.

Teaching Learning Methodology:

To achieve the objectives of this course, a variety of methods shall be employed to make the students understand the real essence of the course.

- Classroom Lectures using power point presentations
- Industry based Case Study discussions
- Peer Learning and Role Plays.
- Quizzes on contemporary topics.

Course Content

Unit -I

Advertising Fundamentals – Meaning, Concept and its Role in Marketing Process, Evolution of advertising, Ethical, Legal and Social aspects of Advertising, Advertising during crises, Advertising as Marketing Tool, Types of Advertising, Organization Structure of Advertising Department, Advertising Budget Process.

Unit-II

Media Selection- Types of Media, Overview of Media Planning, Developing a media plan: establishing media objectives, audience information, buying time, Television- advantages, limitations, Radio- advantages and limitations, Time classification, methods of buying media time.

Unit-III

Print and Digital Media-

Role of Magazine, Classification, Advantages, Disadvantages, Future of Magazines, Role of Newspapers, Types of Newspaper Advertising, Advantages, Disadvantages, Future of Newspaper,

Support Media Industry and its scope, Digital and Social Media Marketing. Integration of traditional and new media in promotional strategy

Unit-IV

Sales Promotion- Concept, Scope and its Role, Growth of sales promotion, Customer-oriented sales promotion, Objectives and Techniques, Trade-oriented sales promotion, Disadvantages of sales promotion.

Unit-V

International Advertising and Promotion- Role and importance, international environment affecting Advertising and Promotion, Global vs Localized Advertising, Advertising and Promotional Ethics, Social, Ethical and Economic aspects of Advertising.

Reference Books and Suggested Reading:

- **Belch, G. E., & Belch, M. A.,** *Advertising and Promotion: An Integrated Marketing Communications Perspective*, McGraw-Hill Education.
- **Wells, W., Burnett, J., & Moriarty, S.,** *Advertising: Principles and Practice*, Pearson Education.
- **S. A. Chunawalla,** *Advertising, Sales, and Promotion Management*, Himalaya Publishing House.
- **Clow, K. E., & Baack, D.,** *Integrated Advertising, Promotion, and Marketing Communications*, Pearson Education.
- **Batra, R., Myers, J. G., & Aaker, D. A.,** *Advertising Management*, Pearson Education.
- **Aaker, D. A., & Myers, J. G.,** *Advertising Management*, Prentice Hall of India.
- **Shimp, T. A.,** *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications*, Cengage Learning.
- **Kotler, P., & Keller, K. L.,** *Marketing Management*, Pearson Education.



Course Code: UGBA00043T

Course Title: Logistics and Distribution Management

Maximum Marks: 100

Contact Hrs/ Week: 4 hrs

Credit: 04

Duration of Exam: 3 hrs

Course Objective

- To provide a comprehensive understanding of logistics concepts, functions, and their integration with supply chain management.
- To develop knowledge of various modes of transportation, carrier classifications, and their role in logistics operations.
- To familiarize students with logistics delivery and fulfillment systems such as unitization, palletization, and containerization.
- To build understanding of material handling principles, warehousing functions, and technological applications in logistics management.
- To expose students to emerging trends and innovations in logistics, including reverse logistics, 3PL/4PL, green logistics, and digital technologies.

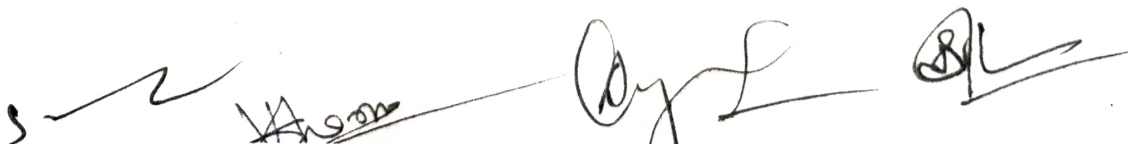
Course Learning Outcomes:

Upon successful completion of the course, students will be able to:

- Explain the concepts, roles, and strategic importance of logistics and its integration with supply chain management.
- Analyze transportation systems, modes, and legal aspects in relation to logistics operations.
- Evaluate delivery and fulfillment mechanisms including unitization, palletization, and containerization in global logistics.
- Assess principles, equipment, and technological trends in material handling and warehousing management.
- Apply emerging logistics strategies such as reverse logistics, 3PL/4PL, green logistics, and digital innovations to enhance supply chain performance.

Unit-I

Logistics-Introduction & Integration: Concept of Logistics, Role of logistics in strategy formulation, logistics and supply chain management; Inbound and outbound logistics, Factors impacting logistics, Logistics growth drivers, Importance of logistics in supply chain, key issues in logistics and supply chain management, Innovations in logistics.



Unit-II

Transportation elements in Logistics: Legal classification of Carriers, Role of transportation in logistics and supply chain management; Modes of transportation- Ocean Transport, Air Transport, Road Transport, Rail Transport, Inland transport & pipeline transportation, Multimodal transportation and its advantages, Outsourcing of Logistics Services, Shipping Intermediaries and Formalities, Ports, Harbours, Docks and Terminals.

Unit-III

Logistics Delivery & Fulfillment: Concept of Unitization, advantages of unitization, Palletization, its classifications, Green Pallets, standards in palletization, Containerization, sizes and standardization, types of containers, advantages of Containerization, Principles of insurance, Fire insurance, Marine insurance.

Unit-IV

Material Handling & Warehousing: Principles of material handling; Equipments for material handling, Factors involved in material handling decisions, Warehousing- functions, classification, types of warehouse, warehouse operations, warehouse location decisions, design and layout decisions, Information technology in modern warehousing, trends in modern warehousing, contract logistics and warehousing.

Unit-V

Emerging Trends in Logistics: Reverse logistics as competitive strategy; Logistics and supply chain management alliances- third party logistics, fourth party logistics (Indian and global context), Logistics Information system, recent developments in logistics, Transport and mobility technologies, Green logistics, Cold chain logistics, Block chain and big data analytics in logistics.

Note: Teaching Pedagogy

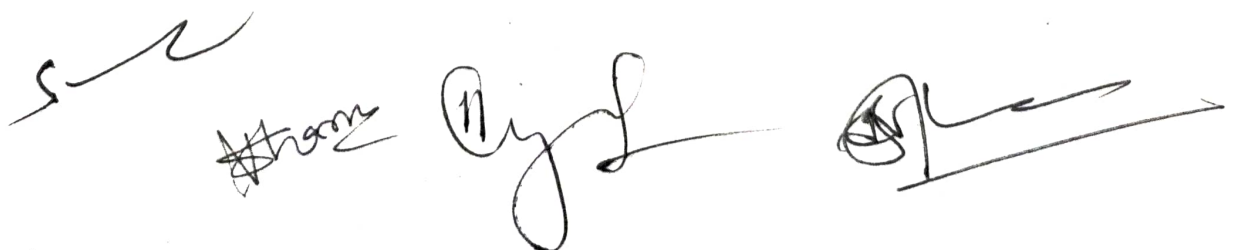
- ❖ Case studies: Use case studies to help students apply operations and materials management concepts to real-world situations. Case studies can be used to stimulate discussion and critical thinking, and can help students understand how operations and materials management are applied in practice.
- ❖ Simulation: Use production simulation to enable students to understand the process of manufacturing product and product designs.
- ❖ Group work: Group work can help students develop teamwork and communication skills, and can also facilitate the exchange of ideas and perspectives.



- ❖ Interactive lectures: Interactive lectures can help students develop critical thinking and problem-solving skills, and can also make the material more relevant and meaningful for students.
- ❖ Online resources: Use online resources, such as videos, podcasts, and articles, to supplement traditional lectures and provide students with additional learning resources.

Reference Books and Suggested Readings:

- S.L. Ganapathi & S.K. Nandi (2015). Logistics Management, Oxford University Press.
- S.K. Bhattacharya, (2007). Logistics Management; Definition, Dimension and Functional Applications, S. Chand Publications.
- Alan Rushton, Phil Croncher, Peter Baker (2014). The Handbook of Logistics and Distribution Management, 5th edition.
- V. V. Sople (2012). Supply Chain Management- Text and Cases, Pearson, 3rd edition.

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Syllabus of Master of Business Administration-Marketing Management (MBA-MM)

for the academic year 2025-26

Course Code: UGBA00001P

Course Title: Project on Consumer Behaviour

Maximum Marks: 100

Contact Hrs/Week:

Credit: 4

Duration of Exam:

Course Objectives:

- The objective of this course is to provide insight into consumer psychology with special focus on how consumers think, feel and respond to marketing stimuli. The course aims to equip the participants to view marketing phenomena from customer's Perspective

Course Learning Outcome:

- Develop an understanding of factors that influence consumer buying behaviour.
- Appreciate mental processes that precede the act of purchase.
- Learn models that map and explain consumer buying processes.
- Learn to how to base marketing decisions on consumer insights.
- Understand the influence of socio-cultural factors on consumer behaviour.

Course Content:

The guidelines and detailed instructions to complete Project Work will be given by academic and corporate mentor(s) allocated by the Department.

Evaluation and Distribution of Marks:

This project report to be evaluated by concerned faculty supervisor as per the distribution of marks given below

Distribution of Marks:

Viva Voce: 50

Report Evaluation: 50